Audio Recording of the

Dedication of the W.K. Kellogg Arabian Horse Center

Cal Poly Pomona University Library

Dedication of the W.K. Kellogg Arabian Horse Center Summary

The Cal Poly Pomona campus is on the site of cereal mogul W.K. Kellogg's Arabian horse ranch. Kellogg donated the land and horses to the state of California in 1932 with the stipulation that the horse breeding program and Sunday horse shows continue. The horses were kept in the original stables in the center of the campus until 1974, when they were moved to the newly constructed W.K. Kellogg Arabian Horse Center just east of campus.

Speakers at the dedication ceremony are Norman Dunn, Director of the Horse Center; Jack Tallon, President of the Southern California Arabian Association; Frederick Brackett, Dean of the School of Agriculture; Yale Freed, President of the International Arabian Horse Association; Russell Mawby, President of the W.K. Kellogg Foundation; Robert Kramer, President of Cal Poly Pomona; and Harold Wilson, past Dean of the College at Cal Poly Pomona.

Subject Headings

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Dedication of the W.K. Kellogg Arabian Horse Center"

April 6, 1974

Speakers are Norman Dunn, Jack Tallon, Frederick Beckett, Yale Freed, Russell Mawby, Robert Kramer, Harold Wilson, and Glenn Dumke
Transcribed by Caryn Romo

[Crowd Clapping]

[Band playing]

ND: Testing 1, 2. The dedication program will commence in five minutes, so would you please come and find a seat? The dedication program will commence in five minutes, [crowd clapping], would you please come in and have a seat?

ND: Good afternoon ladies and gentlemen. Welcome to the dedication of the W.K. Kellogg Arabian Horse Center, California State Polytechnic University Pomona. We are very, very pleased that you could be with us today and hope our program will be entertaining, informational, and enjoyable to you and all those participating.

I would at this time, like to introduce a very fine young lady and a great Arabian horse that has lived through many years, and many trainers, and many students. I would like to invite Kathy Jo Hanson, and the sixteen-year-old trick horse *TEZADI* into the arena,

[crowd clapping]

ND: And for *TEZADI* to prove that he is truly a trick horse, will perform the official act of untying the ribbon [laughter] for the ribbon cutting opening ceremonies to start the program.

[crowd clapping]

ND: Thank you, Kathy, and *TEZADI.* This afternoon, we have three horses carrying the flags to present before you and I'd like to introduce these people prior to their appearance; carrying the United States flag on the U S National top ten stock horse, will be Gary Mullen of Placentia, California. Carrying the California flag will be David Hale riding *MAZELOWA*; he is from Parker, Colorado. Carrying the Cal Poly flag will be Ellen Hitchins riding *COURONE;* she is from La Habra, Colorado and is a Communications Arts major. Now would you please rise for the national anthem?

[Band plays the national anthem]

ND: Thank you very much. I would like for you to join me in a special thanks to Professor Phillip Brown and the Cal Poly University Band for their pre-dedication music and the playing of the national anthem.

[Applause]

ND: Thank you, Phil.

[Applause]

ND: We thought it was only appropriate to commence the proceedings and bringing horses into the arena and to bring a Cal Poly Arabian stallion that is familiar to all of those that are followers and lovers of the Arabian horse. We have the twenty-one-year-old Arabian stallion, *FARLOWA* lead by Janet Klein

[Applause]

ND: Janet Klein is soon to graduate with a degree in Microbiology with a medical technician option. She last week had her job interview and will commence a training program in northern California this late June. Janet Klein and *FARLOWA.*

[Applause]

ND*: FARLOWA* is the sire of many champions. He is by *ABU FARWA* and out of the *FARANA* daughter *MALOUMA.* You quite logically would like to know about the enlargement on his right read hoof, at six years of age, he broke that pastern joint while working cows and since that has solidified, as you can see by the way he moves around, it has caused him no pain although it is a little bit awkward at times in his moving around. Thank you, Janet, and *FARLOWA*.

[Applause]

ND: Those of us that have been around the [horse] unit for several years would have liked for an older stallion to have been with us today—the sire *COURIER* who passed away last September—but in his place we do have a sixteen-year-old chestnut stallion, his son *ZARI* by *COURIER* and out of *MAZA*. ZARI was raised here on campus, was then sold to Michigan State, who in turn sold him to Russell Jamison in Michigan and just last February, Mr. Jamison donated this stallion to the university, so we are very pleased to have a *COURIER* son and especially such a fine one with us here at the university.

[Applause]

ND: Handling *ZARI* is the young lady that has ridden him and driven him since he has returned to the campus, Ms. Sue Detloff, graduate in Animal Science and a trainer here at the Arabian Horse Center. Thank you, Sue, and *ZARI.*

[Applause]

ND: The next stallion in the arena is a young up-start you might say, he is *KELLO-GWALOR* a young stallion that has carved quite a reputation for himself in his first few years here at the university, and in California. He has already at the age of six, sired champion offspring, and his

oldest offspring are only three years of age. *KELLO-GWALOR* is by *GWALOR* and out of *SANIBEL* who is the university's prime mare. He's being handled by Chuck Albiol, one of the two supervising trainers in our program. *KELLO-GWALOR* at this time has sired eighty-seven registered foals and approximately twelve half-Arabian foals to this day.

[Applause]

ND: Chuck is a graduate with a degree in Animal Science and lives in Mira Loma, California. Thank you, Chuck, and *KELLO-GWALOR*.

[Applause]

ND: We thought we should also have in the program something that is ever-popular in the introduction of our champion horses here at the university. This mare won her championship under saddle but at this time, with a two-month-old filly at her side, it was not practical for her to appear under saddle, so we have her at halter. This is the six-year-old mare *AMERIA* by *AMERIGO* and out of *GAMYLA*, led by Carol Brennan.

[Applause]

ND: Carol is an Animal Science major from Arcadia, California. The halter Carol is using today is one that I brought back with me on my recent trip from Saudi Arabia. The mare is not sure if she knows about those Arabian halters. The two-year-old filly is by the Polish import, *EDER*, and as I said, that two-month-old—we apologize for her hiding from you.

[Laughter]

ND: Thank you, Carol, and *AMERIA*.

[Applause]

ND: We told Carol she could make an extra spin to get the foal to act up a little bit. Speaking of youngsters, there is a young lady that gave up a birthday party today to be with us, and I would like to wish her this happy birthday for given that up. Georganne Hoffman; where's Georganne? I think she brought her cake.

The second champion that we will introduce is also a mare that is sixteen years of age. At the time of eleven years of age, she had won five championships and never been defeated. She was shown once as a three-year-old, twice as a nine-year-old, twice as an eleven-year-old, and was never defeated until she was twelve. She is the champion mare *COULYFA* by *COURIER* and out of the Kellogg mare *MALYFA*. [There] are two *MALYFA*s in the breed, and this was the Kellogg mare, *MAYLFA* with a little different spelling. *COULYFA* is being led by her faithful companion, Joni Coldwell, a Recreation major, from San Diego, California.

[Applause]

ND: *COULYFA* has two daughters that are outstanding young brood mares in the mare band and at sixteen she is showing some of her age, but her pride is still there. Thank you, Joni, and *COULYFA*.

[Applause]

ND: The next horse in the arena is champion mare last year at a show in northern California, the Santa Maria Show, *BAY-ABI* daughter out of *TEZALA*, ridden by Ellen Hitchins, a Communication Arts major from La Habra, California. The mare is *BALYFA,* who has been champion and many times first or second [place] to some of the fine Western Pleasure Horses in the state of California and also, in Arizona.

[Applause]

ND: Although they are used to this arena for the Sunday shows, this platform and the band music is just a little bit different today. [pause] Ellen has done a tremendous job, brushing, conditioning, and working this fine young mare into the championships and wins that they have been able to accomplish. Thank you, Ellen.

[Applause]

ND: The next horse is one that has been ridden by, in competition by ten different individuals, attesting to his greatness, and his heart. His physical stature is not nearly as big as his heart, he's done a lot of this when he's actually been hurting some, but he is very typical of the heart of the Arabian Horse, the horse is *RASLOWA* by *FARLOWA* and out of *RASWI*, ridden by Gary Mullen.

[Applause]

ND: *RASLOWA* has won stock horse championships under three different riders. He has won Working Cow Horse Championships, ridden by two different riders, and has performed regularly in the Sunday Shows. We felt it only appropriate last year that he be retired officially in the rules of the American Horse Shows Association. So, he was retired last September at the annual Southern California Arabian horse show in Santa Barbara in mid-September.

ND: Gary took *RASLOWA*—the school has never sent a horse to the national competition. Gary and his father agreed to undertake all expense's, of transporting the horse, and their room and board while at Oklahoma City. Gary took *RASLOWA* to the Nationals in the original work for the National Stock Horse Championship. *RASLOWA* and Gary were one of the three horses that were tied in the first three and came out for a workout. *RASLOWA* ended up being one of the top ten. We are very proud of this great horse. Thank you, Gary, and *RASLOWA*

[Applause]

ND: There are certain horses in which are entitled to two appearances in the arena, and certainly no one can disagree with the fact that *TEZADI* is one that is entitled to this second appearance. I said *RASLOWA*'s been ridden by six to ten riders, *TEZADI* has been shown at tricks by at least

fifteen people. He's just a tremendous, tremendous horse with a great attitude. Six years ago, he was Pacific Slope English pleasure champion. He's been in the Sunday Arabian shows as a trick horse for approximately fourteen years. Originally trained by Tony Amaral, in fact in a letter I recently received from Tony, Tony carried him up out of the pasture originally. Glen Gimple could attest to some of this. So *TEZADI* is truly a champion, not only in the show ring, but a champion of heart and our big worry is that every year, he gets one year older. He is ridden and aptly shown by Kathy Jo Hanson, Idaho Falls, Idaho, Animal Science Major [applause]. Thank you very much Kathy.

[Applause]

ND: *TEZADI* is one of the two horses that we have that has won and earned the points to be named Legion of Merit Champion in the International Arabian Horse Association.

ND: The final champion that we plan to show you today is dressed in the gear that when he won the award of Pacific Slope Champion Arabian Costume Horse. The horse is the gelding, *BIRCOURI* ridden by Allison Elwell, the other supervising horse trainer, a graduate of Cal Poly in Sociology. Her husband is currently a law student at Duke University. *BIRCOURI* has won awards in Western, Western Pleasure, English Pleasure, Jumping, Stock Horse, Costume, and Hunter Hat. Truly depicting some of the versatility that you many times desire, seldom time achieve, all under one horse flesh. This is the champion, *BIRCOURI.*

[Applause]

ND: Alison will make a final pass to end the Presentation of Champions and Stallions.

[Applause]

ND: We have a young lady that just arrived that we would like to introduce, and also introduce a Cal Poly-bred champion, Ms. Sue Ann Langdon of television and movie fame. Sue Ann, would you bring in your beautiful mare *SUJA*?

[Applause]

ND: Sue Ann, we do appreciate you and jack going to the trouble of bringing the mare over so that she can appear.

[Female voice, unintelligible]

[Laughter]

ND: Made it just in time. The mare is *SUJA* by *FARLOWA* and out of *TEZALA*. They purchased the mare when she was a yearling filly. She has been many times a champion. A gorgeous mare, she's one of the ones I would have liked to have kept here after I saw how she developed.

[Laughter]

[Female voice, unintelligible]

ND: On the other hand, I am very pleased that someone that has promoted the horse and loved the horse as much as Sue and Jack have owned the horse and she certainly had a great deal of exposure. Thank you very much, Sue Ann Langdon and *SUJA*.
[Applause]

ND: Any of you remember Sue Ann in the television series *Arnie*?

[Applause]

ND: I would now like to introduce the folks here on the stage with us and tell you just a little bit about each one of them. Starting on my far left I would like to introduce a man that has worked very, very hard that I know for the last eight years and I would have to go on hearsay prior to that time he has promoted the Arabian horse all over the world. He is currently the president of the World Arabian Horse Organization, past president of the International Arabian Horse Association an ultra-hard worker on behalf of the Arabian Horse Association, Arabian Horse World Program—Mr. Jay Stream of San Luis Obispo, California.

[Applause]

ND: Next to Jay, we have a gentleman that's been on the [Cal Poly Pomona] Arabian Horse Advisory Board for many years. Has served the Arabian community here on the campus diligently and over an extended period of time. We appreciate his participation. He is a businessman originally of Richardson Springs, Northern California. He's now a resident of Palm Springs, California—Bob Richardson.

[Applause]

ND: Slight switch

[Laughter].

ND: Picking up from that point, we have sitting next to Jay this time, Professor Byron Good, Michigan State University, member of the Arabian Horse Advisory Committee, professor at Michigan State—Byron Good.

[Applause]

ND: The next gentleman is the chairman of the Animal Science Department, of the School of Agriculture, Dr. Eugene Keating.

[Applause]

ND: He's one to be pitied; he’s the department chairman.

[Laughter]

ND: The next gentleman is one of the other members of the Arabian Advisory Committee. I think it is inappropriate any longer, to say from our sister school. he is head of the Horse department and member of—professor of Animal Science at California Polytechnic State University San Luis Obispo—Bill Gibford.

[Applause]

ND: A member of our Advisory Committee, who is unable to be with us today due to illness, is Dr. Eugene LaCroix. We are sorry he could not be with us today. Although we are assured the illness it's not serious but it's taking its toll for the past several days.

ND: A lady that is one of the board of directors of the International Arabian Horse Association sometimes your horses are known because of you other times you are known because of your horses but the one thing for sure if you know the tones you know *FADJUR* and if you know *FADJUR*, you know the Tones. Marjorie Tone, one of the owners and probably the proprietor of the Jack Tone Arabian Farm of Stockton, California; Marj Tone.

[Applause]

ND: Another gentleman that has been involved with Arabian horses and the Arabian horse program here at the university, for many years. Himself, an Arabian horse breeder, cattleman, land baron—

[Laughter]

ND: Leland McKey of Temecula, California.

[Applause]

ND: The next individual is a young lady who has received a PhD degree in Animal Science, specifically in Horse Nutrition, from University of Kentucky—

[Laughter]

ND: Yay for Kentucky—and is a member of the Animal Science faculty here at the university and a member of the Arabian Advisory Committee, Dr. Sandy Lee.

[Applause]

ND: We have felt that there was a need for us to have, since this is an educational institution, we wanted to do as much as possible to serve the breadth of the horse industry in California. We thought it was appropriate a year or so ago, to have a member of the Arabian Advisory Committee from another breed or representing another breed we were very, very pleased when we could when

Mr. Brian Sweeney, general manager of the California Thoroughbred Breeders Association, consented to be a member of our Arabian Advisory Committee, Mr. Brian Sweeney.

[Applause]

ND: We are pleased that Mr. and Mrs. Norman Williamson—Mr. Williamson is a grandson of Mr. W.K. Kellogg—and we are pleased that they can be in the audience with us today. Would you raise your—

[Applause]

ND: Yes, there he is. Thank you.

ND: I would like to at this time proceed on with the program in the order as listed. But first, I would not have a clear conscience if I didn't call attention to a few notable facts and figures and personalities. In the past ten years, the time that I have worked with the program, there have been 18 Arabian Horse breeders in California, Arizona that have contributed, donated part of or all of the board and breeding fee for Cal Poly mares to be on their farms for breeding. For sixty individual breeding's, mounting in value to no less than, I think it's a little more than sixty-thousand dollars. Although I can name all of the names, I would like for any of those people who are in the audience to realize our progress and our breeding program, we are indebted to you, and we thank you very much.

[Applause]

ND: There are some other people who are not on the podium, some of them are not in the stands, that I would like to thank. I will just hurry through, we won't ask them to be acknowledged, but I would be remiss in not mentioning their names. Two people that have made everything in the world possible to me because they taught me to work hard, be honest, be happy, and that's my parents from Colorado, Mr. and Mrs. Rowland Dunn.

[Applause]

ND: I would like to thank my wife for being such a good companion and understanding.

[Laughter]

ND: As she is, Ava Dunn.

[Applause]

ND: There's a man whose name is not on the program seldom mentioned, but I don't know what I would have done without him to put this whole thing together, and that's Dr. Robert Mauer, Dean of the Graduate School. He has been an invaluable help and I just could not pass without saying, thanks a lot Bob. I didn't know what the job it was going to be.

[Applause]

ND: Nancy Olmsted, our secretary has put up with all of us and has endured it and smiled and helped and guided and put in many, many hours above the call of duty. So, we thank you Nancy, very much.

[Applause]

ND: There's a fella that I thought would be in jeans and out back working, but about a half hour ago, I did see him in some pretty spiffy pants and a vest on. Usually we don't allow him to get quite that dressed up because we have too much to do and for him to do. He's an Engineering major here at the school and one of the best barn foremen I've ever had. I think he hadn't ridden a horse more than fifty times, but he is one of the hardest working, neatest guys we've ever had around, Bob Roberstraw. I'm not sure where he is? Bob, I hope you can hear me?

[Applause]

ND: There are approximately forty students besides several people in our various classes that have had a considerable contribution to rounding this facility into operating procedure or operating form. And I really want to express my appreciation for all of them. They have worked hard, they have been pleasant, they've done a whale of a job. I don't have the wherewithal to thank you in any other way but than to say thanks a million. Most of you are back in the barn and I hope you can hear, and I do appreciate everything you have done.

ND: I would now like to introduce a very, very hard-working gentlemen. He's a member of the Rose Bowl committee which puts on the Rose Bowl Parade and the Rose Bowl activities. He is serving for the second time as president of the Southern California Association, a tremendously hard worker, a wonderful organizer and a fine friend, Mr. Jack Tallon president of the Southern California Arabian Association.

[Applause]

JT: Thank you, Norm. It's a pleasure to be able to participate in the new horse facilities here at Cal Poly. Dean [Frederick] Brackett, on behalf of the Southern California Arabian Horse Association, it is my pleasure to present this check as our gift to the flagpole of the W.K. Kellogg Arabian Horse Center. Thank you.

[Applause]

FB: Thank you, Jack. Look over at the flagpole. It's appropriate that we fly the flags of our state, nation and institution at this pole. These symbolize freedom, responsibility, and opportunity. We hope at Cal Poly that we will strive to uphold these ideals that these flags represent. So, to the Southern California Arabian Association, we at Cal Poly, and I represent the School of Agriculture, wish to express our gratitude to you for this gift.

[Applause]

ND: It's seldom that anyone has an opportunity to boss Jack Tallon around, so I'm going to take pleasure in the fact that I can do it twice today. As I recall, his correct title is Business Manager at JPL. All you had to be around his was a half hour to realize that's one of the best positions for him. He is a manager, and I'd like to call him back to the podium for one other presentation. Please Jack.

[Slight pause]

JT: Dean Beckett, at this time, again the Southern California Arabian Horse Association would like to recognize two friends of the Arabian Horse. The W.K. Kellogg Arabian Horse Center is a reality because of the continuing efforts of Dr. Russell Mawby, president of the W.K. Kellogg Foundation, and Dr. Robert C. Kramer, President of California State Polytechnic University [Pomona]. In recognition of their efforts, we would like to present this memento and ask that it be display in a prominent place in the new facility.

[Applause]

FB: Thank you.

[pause]

FB: On behalf of the School of Agriculture and university, I'd like to say to the Arabian Horse Association again, thank you. People make things happen, and these two people are the ones who have made this facility happen. We, in the School of Agriculture, and the rest of the university, certainly appreciate the efforts that these two men have put out to make this facility part of our university.

[Applause]

ND: The—they're discussing the double presentation. Dr. Mawby just couldn't understand, they thought were terrible organizers just because we had Jack Tallon coming to the podium twice. We didn't dare tell him. The next gentleman we would call on to make a presentation is Mr. Yale Freed. Current president of the International Arabian Horse Association. A gentleman that is serving a second in that office, and a man who I have developed great respect for in the last two years for the fashion in which he has brought many, many people into the development of programs and policies for international. Yale has done a fine job and it is pleasure, to introduce Mr. Yale Freed, president of the International Arabian Horse Association

[Applause]

YF: Thank you Norm. I must say, before I get started here, that really, you've got to be commended, you really have done a fantastic job. As I look around and I see what you have done here and the way you are handling this dedication, you can really be complimented. Thank you very much for all of us.

[Applause]

YF: You know, America has been blessed with many men of great vision and fortunately for the Arabian horse breed, one such man was that great humanitarian, W.K. Kellogg. As most of you know, Mr. Kellogg established the W.K. Kellogg Arabian Horse Ranch here on this site in 1925. The Kellogg Ranch has changed dramatically since 1925 and Cal Poly has changed dramatically since the Kellogg Foundation gave the Ranch and the horses to the university in 1932. Although the changes have been many, and the most significant change is being this magnificent Cal Poly Horse Center we are dedicating today.

YF: Fortunately, for the Arabian breed one thing has not changed and I hope that it never will. That is, during the past forty-nine years, Mr. Kellogg's dream has been realized. He wanted to give to the American people, an opportunity to see Arabian horses at their best. He made every effort to acquire the best bloodlines of the time. Hundreds of champions, and you've seen some of them, and reserve champions, trace to the Kellogg Arabian horses. He shared these magnificent horses with the horse loving public and encouraged their use and increasing the quality of general riding stock as well as in the breeding of purebred Arabian Horses. Even when the ranch was turned over to the Army Remount Service during WWII, the tradition of the Sunday Arabian Horse Shows at Cal Poly was carried on.

YF: As many of you know, there are more pure-bred Arabians in the United States than in the rest of the world combined. Last year the registry records reflected that there were 81,435 pure breeds still living and 14,361 or 18% were here in California. This is three and a half times more Arabians than the next highest state which is Washington. It would seem, that California clearly leads the way when it comes to Arabians in North America. There's no question in my mind, that the foremost reason for this is because of the influence of the Kellogg Arabians and Cal Poly.

YF: As president of the International Arabian Horse Association, it is an honor for me to participate in these ceremonies today. As an Arabian breeder, there's a most exciting and gratifying experience to me personally. If W.K. Kellogg were alive today, he would certainly take vast pride in knowing that the dream for which he was responsible has been fulfilled, and that the great traditions for which he was responsible have been will continue to move into the future. The International Arabian Horse Association is proud of this Arabian Horse Center at Cal Poly.

YF: As in our association, we recognize outstanding achievement of an individual through the presentation of a president's award. The recipient of this coveted award, a cast, bronze piece of art, is selected by the president and over these many years, only a very, very few individuals have been deemed worthy of this honor. Dr. Mawby, would you please step forward?

YF: Now he doesn't know about this. [slight pause] this is a cast bronze. I'd like for you to take this. It's my pleasure to present this to the W.K. Kellogg Foundation, in memory of W.K. Kellogg for his outstanding contributions to the Arabian horse and exceptional service to the International Arabian Horse Association benefiting all of its members, Dr. Mawby.

RM: Thank you very much

[Applause]

ND: Maybe some of these presentations are fitting into place now Dr. Mawby.

[Laughter]

I think one of the nicest compliments that I could ever pay anyone is to say regardless of all the wonderful accomplishments and achievements they have been able to achieve or maintain is that he's a nice guy and Dr. Russell Mawby, genius that he is, organizer that he is, all of the other fine things he has done, through his life and becoming president of the W.K. Kellogg Foundation, I will always remember his as a real nice guy; Dr. Russell Mawby.

[Applause]

RM: Thank you Norm, fellow guests on the platform, ladies and gentlemen, it's indeed a pleasure for me to be here today, and to represent the board of trustees of the W. K. Kellogg Foundation on this happy occasion. An occasion with some surprises as you already sense. I'm among other things, a detailist and so I'd gone over the program and pointed out there must had been an error that Mr. Tallon was scheduled twice, a typographical error; thank you Jack for that recognition to Bob Kramer and me, we appreciate it very much.

RM: And then, Mr. Freed, on behalf of W.K. Kellogg Foundation I appreciate very much this recognition to the foundation in memory Mr. Kellogg in all that he truly did for the Arabian Horse. So, it's great to be with you today for this occasion that many of us have looked forward to with great anticipation.

RM: I would convey special greetings today from the chairman of our board of trustees Dr. Emory Morris a friend of many of you and certainly a man who in his years of leadership with the foundation serving as a full time officer of the foundation for forty years and 27 years as our chief executive officer had a great role in making this dream a reality. We're awfully sorry that Dr. Morris is not able to be here today, but he wanted to be remembered to all of his friends and to all of you attending this dedication.

RM: Now dedication it seems to me is always a futuristic kind of event but as we look to the future, I think it's helpful too, to remember the past and something of the heritage and so let me very briefly sketch out something of the history of this ranch, this institution, and these Arabian horses.

RM: Mr. Kellogg established the Kellogg Company to manufacture breakfast cereals in 1906. He began coming to California for the winter months from Michigan about 1920 and he developed a love of this part of the country and of the Arabian horse and so in the mid 1920's established here on this site this Arabian Horse Ranch. He acquired something in excess of 800 acres of land and began building the lovely ranch estate and the development of the Arabian herd. You're all familiar with the campus the big house on the hill, the smaller house for members of the family, the lovely gardens and ponds, the stables, the orchards, the pastures, and assembling of some fine horses from this country and abroad, particularly from the Lady Wentworth stables in England.

The Sunday shows began soon thereafter in the 1926-27 season very informally in the patio of the original stables. Then as the attendance grew and became more popular as a tradition, in this part of the state and really throughout the country, the original arena was established in 1931. Mr. Kellogg really loved the ranch not only because of its beauty and because it was the perfect setting for his Arabians, but also because it was home for him and for many years for members of his family.

RM: His son Karl and family lived here, and his daughter Beth and her family lived here on the ranch and a number of his grandchildren, including Norm Williamson, spent a number of years, happy years here on this location.

RM: As a part of the colorful heritage of the ranch, it's fun to think of the many guests who visited here. People like Colonel [Charles] Lindbergh, and Clara Bow and Gary Cooper and Laura LaPlante, and Olivia de Havilland, and Douglas Fairbanks and Mary Pickford and Wallace Beery and Marlene Dietrich and the *Our Gang* kids, Will Rogers, and Rudolph Valentino of course who used that great horse *JAADAN* in a number of movies, and Tom Mix often road Kellogg Arabians in the Tournament of Roses Parade.

RM: And all of this of course, the ranch from his very earliest days was helping in that objective of popularizing and improving the Arabian breed. As has already been indicated in 1932 the Ranch and the horses were given to the University of California for their research program and demonstration program in agriculture and Mr. Kellogg reserved only the residents and small acreage for his personal use.

RM: After those years, the war [World War II] came along, and Mr. Kellogg asked the university if they might return the Ranch to him so that it could be then given to the U.S. government for use in the war effort. So, during the war, the Army used this ranch as a cavalry remount station and as a training center for dogs of the canine core.

RM: After the war, the Army soon realized they no longer had use for the ranch and the horses, so it was turned over from the Army to the U.S. Department of Agriculture. The Department of Agriculture soon realized they didn't have the funds for the operation of the Ranch, no longer had use for it and so, they in turn, turned it over to the General Services Administration and it was declared surplus in 1948 and the Ranch to be sold and the horses to be dispersed

RM: At that time, a great many people went into action. Arabian breeders, and community leaders here and California, people from throughout the country who were concerned about this development. Many people helped including Dr. Morris who was then the president of the foundation. Secretary [Clinton P.] Anderson, and Secretary [Charles F.] Brannan, and the U.S. Department of Agriculture. Then the intervention of a couple members of Congress, Senator [William] Knowland and a congressman Richard Nixon who succeeded in having the Ranch turned back to the Foundation with the stipulation that the Ranch then would be made available for some useful purpose for the benefit of the people of California. Many alternatives of course were considered.

RM: Some thought it would be a beautiful park, others thought of various uses for this setting and space but in 1949, the Ranch was deeded to the State of California [quote] "to be used for occupational training consistent with the philosophy and objectives of California State Polytechnic College" [closing quotes] and thus a quarter of a century ago began this new campus.

RM: Since Cal Poly had programs in Agriculture and Animal Sciences, one of the provisos of the deed was that the herd of horses should be maintained and that the Sunday Shows should be continued for a period of at least 25 years, and that would be through 1975 with the college then really free to make a decision regarding the future of the Arabians.

RM: As the campus grew and as this university matured, really far exceeding any of the early expectations, it soon became apparent that the horses in the former location in the old stables in the central part of the campus would have to be relocated. By that time, the Arabians had become such a part of the community life and the academic program of the university that the university officials and the officials of the colleges and university system were convinced that the Arabians should continue beyond that original stipulated twenty-five year period and so the plans for these new facilities were developed as a part of the master plan for the long-range development of the Cal Poly Campus.

RM: Officials then came to the Kellogg Foundation with their proposal that the Foundation might assist in relocating the Arabian horses in new facilities so that they might continue to be a part of the life of the institution. It's interesting to think, I believe that the Ranch and the herd now are really approaching their golden anniversary—fifty years—and one half of that history are Cal Poly years almost precisely, for the last quarter of a century the Kellogg Arabians have been a vital part of this institution. I would suggest that today really marks another era in which with this new facility a new commitment then that Arabians will continue to be a part of Cal Poly into the future.

RM: A great many people of course have been a part of this effort. Many have already been recognized, but on behalf of the foundation, I would simply like to mention a few. First, I would mention of course W.K. Kellogg, who was a man of great vision and foresight, who had a capacity for turning dreams into tangible reality, and his longtime colleague Dr. Morris, who is a longtime leader of the Kellogg Foundation when critical decisions were being made. Third, I would mention in that historic group, the former president of Cal Poly, Dr. Julian McPhee. An unusual educator and administrator who also had a vision of what might be. So, these three really made the initial, critical commitments.

RM: Secondly, on behalf of the Foundation, I would express appreciation to the key officials of the California State University and College [California State University] system and of this institution. To the Board of Trustees, Chancellor [Glenn] Dumke and his colleagues, the Chancellor's office, to President Kramer, to Dean Brackett and to others here at this institution, for without this kind of commitment and you know this Arabian program is different.

RM: It's unusual. In fact, I think in many respects, it's the only one in the country, the only one of its kind in the world. So, it takes unusual enlightenment and commitment on the part of university administrators to see this as a part of the academic life of an institution of higher education to see the usefulness of this effort as a part of Cal Poly. So, with their support only and

without their support, nothing could have been possible. So, we are grateful Glenn [Dumke] and Bob [Kramer] and all of the others to have had this kind of vision and commitment to this effort.

RM: Third, I would mention this Arabian Advisory Committee. You've met all of them, they've functioned as a committee for these twenty-five years. This group, including those present, and those who have served in the past, have certainly played a key role in improving this herd of Arabians, in strengthening the total program in various ways and in helping to fulfill that original objective that the Kellogg Arabs would help popularize and contribute to the improvement of the breed.

RM: I've been privileged to meet with this advisory committee on a number of occasions in the last seven or eight years. They're truly a dedicated group and we are grateful indeed to all of you who serve in this role.

RM: Finally, just a word about the people who really make the program Norm Dunn, his staff and the students. Norm and Chuck [Albiolo] and Allison [Elwell], Sandy [Lee] and Nancy [Olmsted], all the rest, we're grateful for the tremendous job you do. We're fortunate to have your leadership Norm and the dedicated teamwork of this total staff. Most impressive to me always, whether I'm down at these stables early in the morning or late in the afternoon, or anytime that I'm here, the students are the most important part of the total effort and to the students past and present and those who will be a part of the future, I would say again a commendation for their job well done in working with, in training, feeding and cleaning up after , and showing and loving these Arabian Horses.

RM: That's what really makes it all worthwhile and I would predict that many students in the years ahead will recall with fondness these days as a part of this program. In closing, I would simply observe that Mr. Kellogg loved this ranch and these horses, but his greatest concern was with people. He often said that education offers the greatest opportunity for really improving one generation over another. I think nothing could please him more than the fact that this ranch is now a great university and the Arabian horses which he loved are such a part of the community life and the academic program of this institution.

RM: So, in the spirit which lead to the establishment of the Ranch and the herd, and in the spirit in which the ranch then became Cal Poly, I am pleased on behalf of the W.K. Kellogg Foundation to present this new Arabian Horse Center facility to Cal Poly, to the California State Universities and college system and through them, to the people of this great state of California.

[Applause]

RM: Thank you.

ND: Thank you very, very much Dr. Mawby. The next gentleman to appear, as you can tell already, I am a labeler, and I like to label this man as one who cares. He cares about every part of this university, every student, every faculty, every staff member, and he shows this caring by knowing exactly what's going on all the time, everywhere. we can test him once in a while by leaving a pile of sand someplace and it won't go a week before we find out he really cares.

[Laughter]

ND: We are glad you care (very happy) I would like to introduce the president of California State Polytechnic University Pomona, Dr. Robert Kramer.

[Applause]

RK: Thank you. Thank you very much Norm. Ladies and gentlemen, good afternoon. Let me add my official welcome to Cal Poly Pomona. To give just a wee bit of background, and I think Harry Harmon will appreciate this, and Mr. Harmon is Vice Chancellor, for Capital Outlay Programs in the system.

RK: Seven years ago, approximately, the Board of Trustees—our governing board in this system—were meeting on this campus and we were talking about our proposed new library. We have that library now, and it's very functional and very much appreciated but on that particular day, one of the trustees said it doesn't seem appropriate to have horses across the street from a new library, particularly a growing campus that can only grow in one direction.

RK: This trustee said that "I recommend to this campus planning committee, that we request that the horses be relocated". The committee went along with this very influential trustee. The next day in the plenary session, the full board approved the physical master plan for this institution, but with the Arabian horses and the facilities relocated on another part of the campus. When I went to the stables, after that meeting and after they had learned that I had agreed with the trustees to relocate the Arabian horses, I was not very welcome. The Kramer family was not very welcome in the area of the Arabians for some months after that. The trustees said move the horses, but they didn't provide any money. We couldn't get state monies to provide facilities elsewhere for the Arabian Horses. We would have to find the money someplace else. Fortunately, and I mean this fortunately the W.K. Kellogg Foundation gave us the money.

[Applause]

RK: We lost the old grandstands and the arena for the University Union and that facility will be completed within the next two months and will be utilized beginning in September. The stables will stay, and we will use those for our academic programs and offices here at this university. I want to take this opportunity to thank Jack Tallon and Yale Freed very much for your generosity for your comments, and for your gifts to this university and to this center.

RK: Russ, I'd like you to take back to Dr. Emory Morris our fond memories of all that he has done to help us; our appreciation as chairman of the board of the W.K. Kellogg Foundation. For the generous gift that made possible these facilities and this dedication today.

RK: Now we know that Mr. W.K. Kellogg loved horses, he loved this place, and he loved people, and the many friends here who remember Mr. Kellogg. So, that the thousands and thousands of boys and girls, men and women, who will come to this center in the future, we have mounted a bas-relief of Mr. Kellogg and a bronze plaque with an inscription and this bas-relief

and plaque with inscription are mounted near the center of the facility. This bas-relief and plaque [were] provided by the W.K. Kellogg Foundation, and Dr. Mawby, thank you very much for that too.

[Applause]

RK: To all of you, we thank you very much, and in just a few minutes, I'll come back up here, and we will talk about visiting this new center. Thank you.

[Applause]

ND: Our next speaker is a gentleman who at one time, was an active dean on the Voorhis Campus of Cal Poly. Served on this campus, the San Luis Obispo campus, and is now the Educational Advisor to Governor Ronald Reagan. I present to you, Mr. Harold O. Wilson.

[Applause]

[Sounds of moving of the microphone]

[Laughter]

HW: Had a lot of big men up here before me. Thank you very much Norman. It's a special pleasure for me to be a part of the dedication of this new W.K. Kellogg Arabian Horse Center. First, I feel honored to bring a message from Governor Ronald Reagan. The Governor regrets that he was unable to be here today, but he has asked me to convey this message to you: [quoting]

"*It is a pleasure to extend warm greetings and good wishes to everyone attending the dedication ceremony of the W.K. Kellogg Arabian Horse Center at the California State Polytechnic University campus at Pomona. I am pleased to take this opportunity to convey my congratulations to the students and staff of the university and to express on behalf of all Californian's appreciation for the generosity of the W.K. Kellogg Foundation in making this ranch a gift to the state of California for the use of the California State Polytechnic University.*

The foundations interest in the educational programs of this campus as well as its many other contributions to educational and humanitarian programs throughout the world is very commendable. If Mr. W.K. Kellogg were still living here today, I'm sure he would be pleased with this career-oriented university program being offered on this site of his Arabian Horse ranch which he established in the mid-1920's. Especially, he would be pleased with the continuing emphasis on Arabian Horse husbandry. Best wishes to all for a most memorial dedication and to the staff and students of Cal Poly for great success with the W.K. Kellogg Arabian Horse Center. Sincerely yours, Ronald Reagan, Governor"

HW: I have a copy of that letter to hand to you.

[Applause]

HW: Secondly, I'm personally pleased to be here because it provides me not only with the opportunity of hearing past records that have been sited to you by earlier speakers, but also to do a little reminiscing myself and noting the growth and development of this campus since its establishment in 1949. During 1946-50 as Norman earlier stated, I was Dean and chief executive officer of the Voorhis Campus of the college at San Dimas.

HW: Voorhis was a branch of the home campus at San Luis Obispo. During this past WWII period, during this post WWII period, the Voorhis campus outgrew its space and was searching for expansion room. Many alternatives were explored but when the Kellogg Ranch became available, an all-out effort was made to acquire it. It is evident that the effort was successful, but don't let this short statement lead you to believe it was simple or easy.

HW: If I were to start getting into detail on this story, we could spend all afternoon and Dr. Mawby has already given background which I've found most interesting and accurate too, as I understood it. It should be recognized however that many individuals and organizations provided invaluable assistance. The national level as Dr. Mawby has already stated, there were U.S. Senators, congressman, that helped in terms of the acquisition.

HW: Particularly however I would like to mention one person's name who has not been mentioned yet this afternoon and that's Mr. Ernest Geddes, the assemblyman of the 49th district encompassing the area of the Kellogg Ranch. Understand that Mr. Geddes by the way who is still living but is ill and in a Pomona hospital today. Mr. Geddes back in 1948-49, when this transfer was being made, introduced, and directed through the California legislative channels the resolution which implemented the states acceptance of the Kellogg Ranch. Mr. Geddes followed this with budgetary funding to operate the ranch.

HW: I would also like to mention at this time, two persons who are in the audience today, who contributed and played a great part in the acquisition of this place; one who is Mr. Paul Spencer whose name has been mentioned earlier today, a trustee, later a trustee of the California State Colleges and a neighbor of Cal Poly—Paul.

[Applause]

HW: When we were still in the working stages of this thing, one evening I had a telephone call from President [Julian] McPhee who said, from San Luis Obispo, he called and says "Harold, I want you to get up to Sacramento, be there first thing in the morning, and even if you can, make her later tonight" that was about the middle of the afternoon. Paul Spencer was flying his own airplane at that time. I called Paul and Paul says, "Let's go". So, we arrived in Sacramento a little after sundown and met President McPhee and started work in terms of getting support for the resolution which resulted then in the state taking the position of accepting the gift of the Kellogg Ranch for the use of Cal Poly. Thanks again Paul for all of your early work and the work that you have done since.

HW: Another person who I would like to recognize and there are hundreds which we could get into if I were to list everyone, but I want to particularly thank J. Cordner Gibson, currently the Dean of the School of Agriculture and Environmental Sciences at San Luis Obispo, but to who

took my place as Dean at the Voorhis campus in 1950, when I went on as Executive Dean and Gib was the Chief Executive Officer and the Dean of the Campus at Voorhis and was the person who directed the move from the Voorhis campus to the Kellogg place. Gib you out there, just take a stand.

[Applause]

HW: And Dr. Mawby if you'll excuse me, I also wish to mention a couple of names you mentioned in this connection. Julian McPhee, President of Cal Poly, worked diligently with Dr. Emory Morris then president of the Kellogg Foundation, in hammering out the language of the grant by which this property was transferred. The major emphasis and concern in regard to the condition of the transfer, dealt with the guarantee that the Ranch would be dedicated for educational use by the California State Polytechnic College or its successor and that the Arabian breeding and exhibition program was to be perpetuated. If I recall correctly, and as you just reconfirmed the twenty-five-year review is coming up in another year and I would conclude that the future of this Arabian program is assured and certainly the investment of the physical facilities which has been made today guarantees the educational future of this campus.

HW: In connection with the type and quality of higher education offered at this campus, I would direct attention to the statement in Governor Reagans message relating to its university level programs emphasizing career-oriented education. President Kramer and Chancellor Dumke, I direct this particularly to you two in terms of your official positions with the California State University College [California State University] system and Cal Poly that I'm sure that those of us who were active in the acquisition of this grand property, pray that all of this shall continue and that the thrust of the educational offerings of this polytechnic university shall be and continue to be career oriented.

HW: It's been great being here today, I wish to add my congratulations to the staff and students of the Kellogg campus and receiving this new facility and also to recognize the generosity of the Kellogg Foundation in making the gift. I thank you very much.

[Applause]

ND: This could be the last time I will appear before the microphone, I would like again, say thank you, to all of you people for coming here with us today. There's one lady who, if you're involved in the Arabian Horse Breeding Program, or the Arabian Horse history of the United States is certainly notable in her absence, and that's Gladys Brown Edwards, who I've been informed is in the hospital at this time. We extend to her our wishes for a speedy recovery. We are sorry she cannot be here since she has been so much a history of this campus.

ND: As I close out, I think of this entire facility and what has happened as the impossible dream. That's one of my favorite songs and I can aptly label it to this total thing that has happened to us here. Speaking of the impossible dream, brings me to a gentleman with what you might consider an impossible task and that's being the chancellor of a state university and college system which encompasses some 19 campuses over 225,000 students. A tremendous job for a tremendous man, Chancellor Glenn S. Dumke.

[Applause]

GD: Well thank you very much. Professor Dunn, President Kramer, Mr. Mawby, ladies and gentlemen; this is a very pleasant occasion and it's with genuine pleasure that I accept on behalf of the Board of Trustees of the California State University and Colleges, this magnificent new facility which fits well into this magnificent campus. I want to take this occasion however, to express the gratitude of the trustees of this great system. To Mr. Mawby, and through him, to the Kellogg Foundation. For the other things which the Kellogg Foundation has done for this system for this campus and for all of the people of California.

GD: Behind you is a magnificent, tremendous, continuing education center which although it is located on this campus, is dedicated to the use of the entire system, Kellogg West, and this also was a part of the benefices and support of the Kellogg Foundation. It's already been called to your attention that this campus itself, would not be a university if it had not been for the Kellogg Foundations foresight and thoughtfulness and interest in education. Besides this, the Foundation is concerned with many other projects throughout higher education. And in this system, not only this important and attractive and appealing area of the breeding of Arabian Horses. So, Mr. Mawby, on behalf of our Board, I want to express our very deep appreciation, for all of the continuing support and help and assistance that you have given us in these many, many, worthwhile projects. Thank you very much.

[Applause]

RK: Thank you Chancellor Dumke. The students, the staff, the advisory committee, and the Arabian representatives have been recognized. I think it would be appropriate before we close, to indicate that the Harvey Nichols Company had the contract and built the facility. That Don Neptune of Neptune and Thomas had the job as the architects. We want to recognize the outstanding job done by Neptune and Thomas and by the Harvey Nichols Company. We have in the audience, three inspectors who worked here on this particular project. We want to thank them.

RK: At the luncheon today, it was announced that Mr. Harry Welch our Building Coordinator, who has worked on this and many projects, is retiring and Harry, thanks again for this. Dr. Robert Bondi is Executive Dean for Planning and Development. He worked long and hard on this project. Bob Bondi, we say thank you. Mr. Harmon, to Ray [Hussey?] and [Immanuel Brilliant?] and your staff including you, we say thanks to the Chancellor's Office.

RK: We really appreciate all that's been done by so many, many people, and as president of this university, I say thank you, one and all. The W.K. Kellogg Arabian Horse Center is officially dedicated. This center is officially open. I would call your attention to the tours, to the seven areas listed but I'd like to add the eighth, it's a Hall of Fame area with Gary Mullen there. It was Gary's idea to mount the pictures of the staff and students who have ridden famous Kellogg Arabian horses in past shows and exhibitions.

So, thanks again, come back often. We'll have a Sunday horse show tomorrow at 2:00, right Norm? We will have Sunday horse show each Sunday until the last Sunday in July. We would like very much for you to return to see one of these Sunday horse shows. We're adjourned.

[Applause]

End of recording

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